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HOPE'S VOICE DEBUTS *DOES HIV LOOK LIKE ME?* CAMPAIGN

New York, NY – The hottest photographers, fashion designers, stylists, visual artists, performers, web and graphic designers have all teamed up with Hope's Voice for the *Does HIV Look Like Me?* campaign. The campaign asks the viewer to question their stereotypes about HIV and AIDS and shows that this disease does not discriminate and affects and can infect anyone.

Does HIV Look Like Me? answers the call for a progressive approach from domestic and international leaders. With half of new infections occurring in people under the age of 25, the campaign is crucial in the fight against this disease. *Does HIV Look Like Me?* features the faces, voices and personal statements from diverse young people living around the world with HIV and AIDS. Their personal statements are their messages to the world on getting educated, tested, knowing one's status, ending the stigma and living with HIV or AIDS everyday. The power of relating and hearing these messages from a peer living with HIV and AIDS gives the viewer a personal connection that is life changing and in turn the viewer makes healthier decisions in their own life. Only with personal responsibility and an understanding that HIV can look like me, will the spread and stigma of HIV and AIDS stop.

The young people featured in the *Does HIV Look Like Me?* are human rights leaders standing up to fight misconception, stigma and inequality with their faces, voices and statements. *Does HIV Look Like Me?* validates and gives the opportunity for young people living with HIV or AIDS to become involved. The campaign not only educates the general public, but shows young people living with HIV and AIDS that they are not alone. "We recognize that we can not use fear to educate this and future generations. As we passed 25 years of this epidemic and it is time that we use a new approach. The fear-based campaigns that have dominated society have in turn caused society to fear those living with HIV and AIDS. *Does HIV Look Like Me?* is proud to not use fear, but instead shows today's realities of living with HIV and AIDS that can help end stigma," says Hope's Voice Executive Director, Todd Murray.

The campaign includes a website, a series of public service announcements, cause-related merchandise, music, culture and sporting events and print materials. Artist Brendan Donnelly, well known for his cutting edge illustrations has designed a limited edition t-shirt. The campaign has teamed up with several companies to create cause-related merchandise that will be available online and at locations across the country. A retail program is available that allows merchants to carry the campaign merchandise in their store. A percentage of proceeds from the merchandise will go to further Hope's Voice's commitment to educating young adults about HIV and AIDS awareness. All public service announcements will be distributed to major media outlets. The print materials will be available and shown in national publications, thousands of schools across the nation with Hope's Voice speakers, Road to Hope Tours and on this and affiliate websites.

For more information on the *Does HIV Look Like Me?* campaign, please contact Hope's Voice at 212.459.1599 or visit www.doeshivlooklikeme.org.

About Hope's Voice

Hope's Voice is a national HIV and AIDS organization committed to promoting the education and prevention of HIV and AIDS to young adults. Hope's Voice uses open dialogue and peer-to-peer education, through both speaker appearances of young adults living with HIV and AIDS and progressive programs to send this crucial message: **HIV and AIDS does not discriminate.**

At Hope's Voice, we aim to raise awareness and help young adults create the social change that is needed to end this epidemic. Please visit www.hopesvoice.org for more information on our speakers, tours and programs.